

Genoa serves growing behavioral health community

RENTON, Wash. — The demand for specialized pharmacy care, especially in behavioral health, continues to rise as a result of the COVID-19 pandemic and the increase in mental health and substance use disorders. Even so, many community mental health clinics are struggling with staffing shortages and burnout that create challenges to meet the needs of those underserved populations.

Genoa Healthcare, the leading provider of pharmacy services for the behavioral health community, is helping bridge the gaps in pharmacy care that surfaced during the pandemic and were worsened by its effects. With solutions designed to improve access to care and better health outcomes for consumers, Genoa partners closely with health care providers as members of a unified care delivery team.

A hands-on, stigma-free approach to care.

Genoa's pharmacies are located on site within community mental health clinics, where pharmacy teams provide hands-on, personalized pharmacy care. Among other services, pharmacists package medications in prefilled pill organizers, synchronize prescription refills and deliver medication at no cost.

Genoa's on-site pharmacies made strides in vaccinating underserved populations for



Joseph Douglas

COVID-19. Having access to immunizations in the same location that mental health care is provided can increase the likelihood that consumers will get vaccinated.

"The need for access to quality pharmacy care is greater than ever," says Genoa Healthcare chief executive officer Joseph Douglas. "The pandemic continues to affect those with complex, chronic conditions disproportionately. Our location in the community puts us in a position to fill the gaps in care that have been brought into sharp focus this year."

Where allowed, Genoa pharmacies also administer long-acting injectable medications, including those prescribed for severe mental illness. The therapeutic effects from these medications last over an extended period of time, making them an ideal treatment for those who struggle to stay on track with their medication plan.

In many locations, Genoa pharmacies work with providers to administer Medication Assisted Treatment (MAT) for opioid disorder, a best practice treatment that combines medi-

cation with counseling and behavioral therapies. The treatment is a real game changer as the country continues to see record-breaking overdose deaths year after year. Genoa is expected to continue its expansion of this program in pharmacies nationwide.

As the scope of pharmacy continues to expand, pharmacists have been provided with specialized tools and training to meet the changing needs of their consumers.

Last year, Genoa supported pharmacy staff with specialized Mental Health First Aid training. As a result, pharmacists have been able to better recognize symptoms of a mental health crisis, such as panic attacks, post-traumatic stress disorder and psychosis, and have been prepared to support consumers by providing immediate assistance or calling for emergency medical help.

Another tool Genoa leverages is telepharmacy. The explosive rise in telehealth has continued to make headway in the health care industry. Integrating pharmacy with telehealth care providers allows for seamless medication management and allows the pharmacy to act as a critical bridge between patients and remote care providers.

Genoa's core focus remains its dedication to helping people stay on their prescribed medication regimens. Genoa's approach to pharmacy care achieves a more than 90% medication adherence rate while reducing hospitalizations by 40% and decreasing emergency room visits by 18%, according to a peer-reviewed study published in the *Journal of Managed Care*

GENOA

TOP EXECUTIVE

Joseph Douglas, CEO

HEADQUARTERS

707 S. Grady Way, Suite 700, Renton, Wash. 98057

Phone: (888) 436-6279

Website: genoahealthcare.com

INDUSTRY RANK — 11 in sales, 11 in stores

FULL-YEAR RESULTS (12/23/21)

- Sales — \$2.0 billion*
- Net earnings — N/A
- Net margin — N/A
- Comparable-store sales — N/A
- Number of drug stores — 629
- Number of states operating — 47 plus D.C.
- Number of stores opened in 2021 — N/A
- Number of stores closed in 2021 — N/A
- Average sales per store — N/A
- Average store size — N/A
- Distribution — Wholesale
- Other businesses — Telepsychiatry, Clinical Pharmacy Solutions

*CDR estimate. N/A = Not available.

& Specialty Pharmacy.

This year, Genoa sees an opportunity to bring compassionate and specialized pharmacy care to communities with complex chronic conditions beyond behavioral health as well.

"Our hands-on, stigma-free approach to pharmacy care can be applied to a variety of complex conditions," Douglas says. "There's a tremendous opportunity for us to meet the need for

specialty pharmacy care in underserved communities and help even more people this year."

With more than two decades of experience in behavioral health pharmacy, Genoa currently has more than 600 pharmacies across 47 states and the District of Columbia. Going forward, Genoa expects not only to serve more people, but also to expand in the scope of services it can provide.

Chain's pharmacies lend helpful hands to get shots in arms

RENTON, Wash. — As never before, the behavioral health community faces multifaceted and complex challenges to caring for their consumers. Throughout the COVID-19 pandemic, Genoa Healthcare has prioritized serving its consumers, clinic partners and the broader community with initiatives ranging from curbside pickup of medications to scheduling COVID-19 vaccine clinics.

When the COVID-19 vaccine became widely available to the public, pharmacy teams acted quickly to administer thousands of immunizations across the country — many to underserved populations who may not have had easy access to the vaccine otherwise.

Even as the pace of immunizations has slowed, the ongoing pandemic's effect on the behavioral health community continues to be relentless.

Along with the alarming in-

crease in substance use disorder and mental illness in the U.S., many clinics are now struggling with staffing shortages and burnout. Additionally, the dramatic shift to telehealth and hybrid care have required some clinics to shift to work models that offer fewer on-site resources and focus on serving their consumers in a virtual world.

Genoa has partnered with clinic teams and providers to integrate services that align with their work models and lift some of the clinical burden when it comes to consumer immunizations, prior authorization support and medication-related challenges.

"Reliable pharmacy care is absolutely critical — especially for people who need treatment for severe mental illness and other complex chronic conditions," says Christy Barr, Genoa's senior vice president of pharmacy operations. "A break in their



Genoa immunized thousands of people across the country.

medication plan can lead to hospitalization or even death. Our partners know that our teams will do whatever it takes to ensure the people we serve have access to their medications."

The Genoa pharmacy team has also become a resource for consumers in between clinic visits. Increased check-in calls

and frequent communications with the care team even as services are provided virtually, have allowed Genoa to understand the personal stories and barriers to care that may impact consumer treatment plans. This personalized care translates to better health outcomes for consumers and a more manageable

workload for care providers.

Genoa's priority remains ensuring that its consumers stay on their treatment plans and have continued access to their medications. Through each phase of the pandemic clinic partners have moved to create new ways to deliver care to their consumers, and Genoa's on-site pharmacy teams have tackled challenges alongside them.

As the role of providers and clinics continues to expand with increased demand for care, Genoa plans to continue adapting its services to the needs of its partners and consumers.

"We've been honored to serve our communities at every phase of the pandemic," Barr says. "Being a reliable, consistent and compassionate resource for the people who use our pharmacies is more important than ever, and we're passionate about providing them with the very best care possible."